

AMENDMENTS TO THE CLAIMS

1. (Previously presented) A method of evaluating a product review displayed in connection with a networked commerce site, comprising:

providing, via a system comprising at least one physical computer, a product review authored by a first customer over a network to a plurality of other customers;

receiving, at the system, votes over the network from other customers indicating whether the product review was helpful, wherein the votes comprise votes indicating that the product review is helpful and votes indicating that the product review is not helpful;

tallying, by the system, the votes received for the product review, wherein the helpful votes are weighted differently than non-helpful votes;

providing via the system over the network an indication related to the vote tally for the product review in association with the product review;

tallying, by the system, votes received for a plurality of reviews authored by the first customer to provide a total tally, the total tally including votes received for the product review;

assigning, using the system, a designation to the first customer based on the total vote tally for the plurality of reviews authored by the first customer; and

providing over the network for display the designation in association with the product review.

2. (Cancelled)

3. (Cancelled)

4. (Currently amended) The method as defined in Claim 1, further comprising providing over the network for display a ranking in association with a plurality of the first customer's reviews, wherein the ranking is based at least in part on the vote tally.

5. (Original) The method as defined in Claim 4, wherein the ranking is determined by the number of helpful and unhelpful votes received for one or more of the first customer's reviews.

6. (Original) The method as defined in Claim 4, further comprising rewarding the first customer at least partly in response to the first customer achieving a first ranking.

7. (Previously presented) The method as defined in Claim 1, further comprising providing over the network for display the designation in association with a plurality of reviews authored by the first customer.

8. (Previously presented) The method as defined in Claim 1, further comprising preventing a vote on the product review from the first customer from being included in the tally of votes received for the product review.

9. (Original) The method as defined in Claim 1, wherein each of the other customers is prevented from voting more than once in relation to the product review.

10. (Original) The method as defined in Claim 1, further comprising generating a profile page associated with the first customer, wherein the profile page includes an indication related to the number of helpful votes the first customer has received for a plurality of reviews authored by the customer.

11. (Original) The method as defined in Claim 1, further comprising generating a profile page associated with the first customer, wherein the profile page includes the number of unhelpful votes the first customer has received.

12. - 21(Cancelled)

22. (New) A method of evaluating a product review displayed in connection with a networked commerce site, comprising:

providing, via a system comprising at least one physical computer, a product review authored by a first customer over a network to a plurality of other customers;

receiving, at the system, votes over the network from other customers indicating whether the product review was helpful, wherein the votes comprise votes indicating that the product review is helpful and votes indicating that the product review is not helpful;

tallying, by the system, the votes received for the product review;

providing via the system over the network an indication related to the vote tally for the product review in association with the product review;

tallying, by the system, votes received for a plurality of reviews authored by the first customer to provide a total tally, the total tally including votes received for the product review;

assigning, using the system, a designation to the first customer based on the total vote tally for the plurality of reviews authored by the first customer;

providing over the network for display the designation in association with the product review; and

providing over the network for display a ranking in association with a plurality of the first customer's reviews, wherein the ranking is based at least in part on the vote tally.

23. (New) The method as defined in Claim 22, wherein the helpful votes are weighted differently than non-helpful votes.

24. (New) The method as defined in Claim 22, providing over the network for display a ranking in association with a plurality of the first customer's reviews, wherein the ranking is based at least in part on the vote tally.

25. (New) The method as defined in Claim 22, wherein the ranking is determined by the number of helpful and unhelpful votes received for one or more of the first customer's reviews.

26. (New) The method as defined in Claim 22, further comprising rewarding the first customer at least partly in response to the first customer achieving a first ranking.

27. (New) The method as defined in Claim 22, further comprising providing over the network for display the designation in association with a plurality of reviews authored by the first customer.

28. (New) The method as defined in Claim 22, further comprising preventing a vote on the product review from the first customer from being included in the tally of votes received for the product review.

29. (New) The method as defined in Claim 22, wherein each of the other customers is prevented from voting more than once in relation to the product review.

30. (New) The method as defined in Claim 22, further comprising generating a profile page associated with the first customer, wherein the profile page includes an indication related to the number of helpful votes the first customer has received for a plurality of reviews authored by the customer.

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31. (New) The method as defined in Claim 22, further comprising generating a profile page associated with the first customer, wherein the profile page includes the number of unhelpful votes the first customer has received.

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SUMMARY OF INTERVIEW

Attendees, Date and Type of Interview

The interview was conducted on August 31, 2009 and attended by Examiner Diaz and Applicant's representative, David Weiss.

Exhibits and/or Demonstrations

None

Identification of Claims Discussed

Claims 3 and 4.

Identification of Prior Art Discussed

None.

Proposed Amendments

In the interview, Examiner Diaz indicated that the application would be allowable if Claim 1 were rewritten to include the features of Claim 3 or Claim 4, and if Claims 12-21 were cancelled. The Examiner stated that if Claim 1 were rewritten to include the features of Claim 3, a terminal disclaimer would have to be filed with respect to U.S. Patent No. 7,428,496.

Results of Interview

Agreement was reached that Applicant would submit a terminal disclaimer with respect to U.S. Patent No. 7,428,496, and file a supplemental amendment, rewriting Claim 1 to include the features of Claim 3, cancelling Claims 3 and 12-21, and adding a claim set corresponding to previously pending independent Claim 1, (written to include the features of Claim 4, and dependent Claims 3, 5-11, and that this would put the application in condition for allowance.

The Examiner also agreed to Applicant's request, formally presented in the Applicant's February 18, 2009 amendment, that the Examiner correct the last 3 digits of the serial number in the Declaration which had been originally been filed in the Application No. 09/715,850 application (which was attached to the February 18, 2009 amendment), and place it in the file of the present case. The last 3 digits of the serial number in the Declaration should read "929"

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instead of "850". A corresponding request was granted in the Application No. 09/715,850 application.